



ORDER

Flight Dates **10/30/12-11/06/12**

Contract / Revision **316198 /**

Original Date / Revision
10/29/12 10/29/12

Advertiser **DCCC**

Agency **Great American Media**

Buying Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Product

Democratic Congressional Campai

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:05:00

Estimate # **2113**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL PARTY

Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	29	\$72,037.50	\$84,750.00	0.00	10/29/12	11/06/12	29	\$72,037.50	\$84,750.00
Totals	29	\$72,037.50	\$84,750.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	KNXV	10/30/12	11/02/12	M-F 12pm-1pm The Chew	CM	12pm-1pm	- TWTF - -	:30	4	\$750.00	FX	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	- TWTF - -			4		\$750.00		0.00				
N 2	KNXV	11/05/12	11/05/12	M-F 12pm-1pm The Chew	CM	12pm-1pm	M - - - - -	:30	1	\$750.00	FX	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M - - - - -			1		\$750.00		0.00				
N 3	KNXV	10/30/12	11/02/12		CM	430pm-5pm	- TWTF - -	:30	3	\$2,500.00	FX	0.00	NM	3	\$7,500.00



KNXV

Print Date: 10/29/12

Page 2 of 3

Contract / Revision **316198** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/29/12/ 10/29/12

Order Sep 00:05:00

Advertiser **DCCC**

Product **Democratic Congressional** Estimate # **2113**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 430pm-5pm M-F 430pm-5pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -					3	\$2,500.00		0.00			
N 4	KNXV	11/04/12	11/04/12	SU 4pm-430pm SU 4pm-430pm	CM	4pm-430pm	- - - - - S	:30	1	\$750.00	FX	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - - S					1	\$750.00		0.00			
N 5	KNXV	10/30/12	11/02/12	M-F 7-9am M-F 7-9am	CM	7am-9am	- TWTF - -	:30	3	\$1,800.00	FX	0.00	NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -					3	\$1,800.00		0.00			
N 6	KNXV	11/06/12	11/06/12	M-F 7-9am M-F 7-9am	CM	7am-9am	- T - - - -	:30	1	\$1,800.00	FX	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	- T - - - -					1	\$1,800.00		0.00			
N 7	KNXV	10/30/12	11/02/12	M-F 430-5am M-F 430am News	CM	430-5am	- TWTF - -	:30	4	\$50.00	P-3	0.00	NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -					4	\$50.00		0.00			
N 8	KNXV	11/05/12	11/06/12	M-F 430-5am M-F 430am News	CM	430-5am	MT - - - -	:30	2	\$50.00	P-3	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT - - - -					2	\$50.00		0.00			
N 9	KNXV	10/30/12	11/02/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	- TWTF - -	:30	2	\$3,000.00	FX	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -					2	\$3,000.00		0.00			
N 10	KNXV	10/30/12	11/02/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	- TWTF - -	:30	1	\$3,500.00	FX	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -					1	\$3,500.00		0.00			
N 11	KNXV	11/04/12	11/04/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	- - - - - S	:30	1	\$3,500.00	FX	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - - S					1	\$3,500.00		0.00			
N 12	KNXV	10/30/12	11/02/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	- TWTF - -	:30	2	\$5,000.00	FX	0.00	NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -					2	\$5,000.00		0.00			
N 13	KNXV	11/05/12	11/05/12	Monday 7-9pm Monday Prime 7-9pm	CM	7pm-9pm	M - - - - -	:30	1	\$20,000.00	FX	0.00	NM	1	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M - - - - -					1	\$20,000.00		0.00			
N 14	KNXV	10/31/12	10/31/12	Wednesday Prime C Wednesday Prime C	CM	9pm-10pm	- - W - - -	:30	1	\$12,000.00	FX	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - W - - -					1	\$12,000.00		0.00			
N 15	KNXV	11/04/12	11/04/12	Sunday Prime A Sunday Prime A	CM	6pm-7pm	- - - - - S	:30	1	\$10,000.00	FX	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - - S					1	\$10,000.00		0.00			



KNXV

Print Date: 10/29/12

Page 3 of 3

**KNXV-TV
PHOENIX**Contract / Revision **316198** Flight Dates **10/30/12-11/06/12**Hiatus DatesOriginal Date / Revision 10/29/12/ 10/29/12Order Sep 00:05:00Advertiser **DCCC**Product **Democratic Congressional** Estimate # **2113**

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N 15	KNXV	11/04/12	11/04/12	Sunday Prime A Sunday Prime A	CM	6pm-7pm	-----S	:30	1	\$10,000.00	FX	0.00	NM	1	\$10,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S					1	\$10,000.00		0.00				
N 16	KNXV	10/30/12	11/02/12	M-F 5-6am M-F 5-6am	CM	5am-6am	-TWTF--	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-TWTF--					1	\$250.00		0.00				
*Tax 1 Note: Tax 0.5%.														Totals	29	\$84,750.00

*Tax 1 Note: Tax 0.5%.